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Seminar And Practicum: Broadcast Colloquium: NGO

April 14, 2023

Journal #10

This week on my show, I felt it very difficult to stay motivated in wanting to show up and actually do my show with finals coming up, and other things happening at home; however, after doing my show, I was able to learn from that perseverance and resilience, and built my endurance future times when I will feel exhausted, but still have a job to do.

My show got a little more political, and news related than it has in the past, and it taught me a lot about how I am presenting information that is not the easiest to hear, or process. In diving into some politics, I was able to learn how to research information, and more specifically, how to gather the most relevant information. Since politics tend to have so much real, and fake news, it can be very difficult to decipher the faux from the fact; however, when information is interesting to the researcher/content creator, I have found it is much easier to stay engaged and learn what is really going on.

This week I was also able to discuss a story about how Netflix was founded, and this was a big deal for me, because my message was specifically for the people who work in the business field, or want to create a career in business. The story displayed the drive, and motivation that someone needs to create a business, and this taught me a lot about further presentation to my audience. Like I said before, this was a specific message, intended for a set audience, so in doing this, I was able to brainstorm more ideas and ways to direct other specific messages to a set

audience. This particular skill requires a clear and concise understanding of the topic being discussed, as well as a full grasp of the audience's preferred topics of conversation. This is most important because talking on the radio is just like having a conversation with people, and people do not want to listen to a radio show that has a different perspective as them, or does not relate to their interests.

Something else I learned from my show this week was the importance of *carpe diem*. Like I said previously, I had no strong desire to attend my show, but I did it anyway, and I was so grateful I did. Being one of my last shows, I can feel my time on the air dwindling, and that motivates me to want to cease every moment I have over the course of the next week to do everything I can to make the most of my time on the air. Going through this experience has been so incredibly rewarding, and it is because of all the opportunities that I could feel 100% prepared to be on a radio show again, and even be interviewed one day. Over the course of the whole semester, I have learned so many conversation skills, and of course, broadcasting skills that will benefit me immensely when I go into high pressure situations that require a good first impression. This semester has taught me how to learn my audience, how to appreciate my audience, and how to fulfill their expectations of me. In using these skills for conversational use, I expect to learn a lot more about learning my audience since these will be in person transactions.

The last thing my show from the week has taught me is how to roll with the punches. More than once, things will not work out, but it is our job to be able to go with the flow, and not allow ourselves to become overwhelmed with the negative. I have always been great at compartmentalizing, so very seldom do I become affected by outside influences; however, when dealing with matters specifically in work that is mixed with my personal life, I am forced to just

roll with the punches as they come, and not stress over things that I can fix quickly, and efficiently, even if it means winging a whole new show because of other mistakes that occur.